



澳門大學
UNIVERSIDADE DE MACAU
UNIVERSITY OF MACAU

HM
榮譽學院
Colégio de Honra
Honours College

HONOURS PROJECT

ACADEMIC YEAR 2025/2026

ABSTRACTS

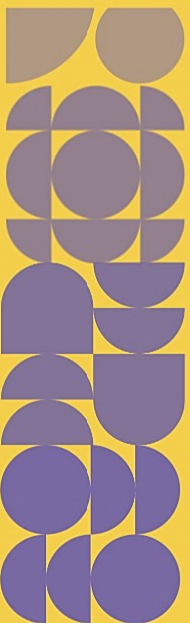
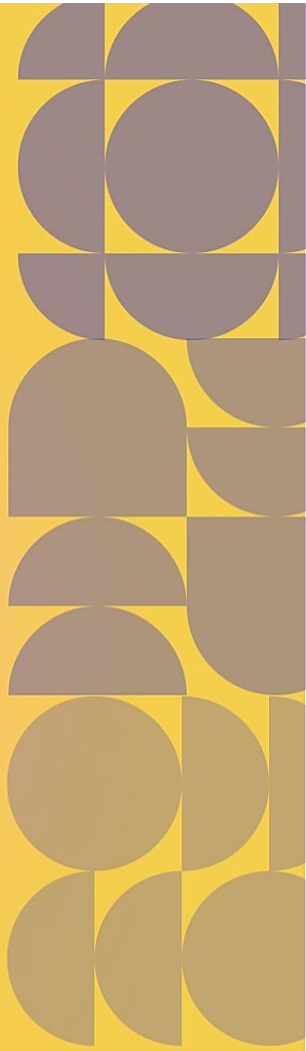


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SYMPOSIUM AGENDA
Wednesday, April 29, 2026
Honours College, University of Macau

- 1:00 pm ... Registration for Presenters
E12 HC Lobby
- 1:15 pm ... Registration for Advisors
E12 HC Lobby
- 1:30 pm ... Group photo-taking
E12 HC Lobby
- 2:00 pm - 3:00 pm ... Oral Presentation
Session A: *Room E12-1015*
Session B: *Room E12-1016*
Session C: *Room E12-1017*
Session D: *Room E12-1018*
- 3:00 pm - 3:10 pm ... Refreshment Break
E12-1st Floor
- 3:10 pm - 4:10 pm ... Oral Presentation
Session A: *Room E12-G015*
Session B: *Room E12-G016*
Session C: *Room E12-1017*
Session D: *Room E12-1018*
- 4:10 pm – 4:20 pm ... Refreshment Break
E12-1st Floor
- 4:20 pm – 5:20 pm ... Oral Presentation
Session A: *Room E12-G015*
Session B: *Room E12-G016*
Session C: *Room E12-1017*
Session D: *Room E12-1018*
- 5:20 pm – 5:30 pm ... Refreshment Break
E12-1st Floor
- 5:30 pm – 6:30 pm ... Oral Presentation
Session A: *Room E12-G015*
Session B: *Room E12-G016*
Session C: *Room E12-1017*
Session D: *Room E12-1018*
- 2:00 pm - 6:30 pm ... Poster Exhibition
Room E12-G025
-

**Please refer to Symposium Programme on pages 7-10 for details.*

Welcome Note from Dean and Programme Coordinator

Welcome to the Honours Project Symposium 2025/2026!

This Symposium is an opportunity for our final year Honours College students to present their individual research results on topics of their own disciplines with real life applications. The goal is to demonstrate their academic competence in the skills of research, comprehension, and analyses. The Symposium includes both the poster and presentation sessions.

Here, we would like to express our sincere congratulations to our students for the completion of your Honours Projects. We are confident that you have acquired the experience in going through the research process, having presented your work, and gained insights from the feedback from your peers and teachers.

We would also like to convey our heartfelt gratitude to all our project advisors. No matter how intelligent and outstanding our students are, they will not have completed their projects without your relentless support and guidance. Thank you all for your contribution all along. We harbor our hope on your continuous support to build the successful history of the Honours College in the years to come.

We would like to thank all Faculty Coordinators for their organizational work behind the scenes. We applaud the Honours College staff for their diligence in every detail of organizing this event. We could not have done it without you all!

We would also like to take this opportunity to thank the University of Macau for their commitment to the students of the Honours College.

Rose Neng LAI
Dean

Dennis Ping-Cheng WANG
Programme Coordinator

Acknowledgement

In gratitude for all of our project advisors & co-advisors:

CHAN Hok Shing, Brian, FAH	REN Jinjuan, Susan, FBA
CHEANG Ka Ian, Justina, FSS	RUIZ-STOVEL, Guillermo, FAH
CHU Kuok Kun, Patrick, FBA	SAM Kin Meng, Tony, FBA
FONG, Simon James, FST	SHEN Hongchuan, FBA
HODGES, Benjamin, FSS	SHI Wei, FSS
JIANG Chunlian, FED	SILVA, Rui Manuel Esteves da, FAH
KWAN Yan Yee, Letty, FSS	SIMPSON, Timothy, FSS
LAI Yuen Man, Jennifer, FBA	TANG Chon Chit, FAH
LAU Tsz Tan, Nathan, FSS	TANG Heng, Anthony, FBA
LI Li, IOTSC	VENKATESAN, Hari, FAH
LIN Xin, FED	VONG Pou Iu, Anna, FBA
LIU Jiancheng, Duncan, FBA	WANG Pengyang, IOTSC
LIU Jinrong, FST	WONG, Garry, FHS
LIU Mingxuan, FSS	XU Huanle, FST
LIU Ting Chi, Matthew, FBA	YOU Chengcheng, FAH
MAC Vai Iun, Lancy, FBA	YU Haitao, FBA
MARQUES, Rui, FAH	YU Shulin, FED
NG Kei Kei, FLL	YUEN Chun Yip, Desmond, FBA
O Jiaqing, FSS	ZHU Yingpeng, FBA
PAN Wei, FSS	ZU Yang, FSS
QIN Zhenjiang, Tony, FBA	

About the Symposium

Presentation Information

Oral Presentation – Each oral presentation should last for 15 minutes plus a 5-minute Question and Answer discussion session. Four parallel sessions are to be conducted.

Posters Exhibition – Posters are displayed in the exhibition room. The poster boards allow up to standard-sized posters printed in International Standard of A2 size (420mm X 594mm).

Honours Project Symposium Organizing Committee

Rose Neng LAI, Dean, Honours College (HC)

WANG Ping Cheng, Dennis, Programme Coordinator and HC Faculty Coordinator for Faculty of Education (FED)

LEI Lai Cheng, Victoria, HC Faculty Coordinator for Faculty of Arts and Humanities (FAH)

VONG Pou Iu, Anna, HC Faculty Coordinator for Faculty of Business Administration (FBA)

ZHANG Hongjie, HC Faculty Coordinator for Faculty of Health Sciences (FHS)

NG Kei Kei, HC Faculty Coordinator for Faculty of Law (FLL)

HODGES, Benjamin Kidder, HC Faculty Coordinator for Faculty of Social Sciences (FSS)

MAK Peng Un, HC Faculty Coordinator for Faculty of Science and Technology (FST)

Symposium Programme

Poster Exhibition • April 29 • Room E12-G025 • 2:00 pm – 6:30 pm
April 30 - May 8 • Sky Garden of UM Library

Oral Presentation • Session A • Room E12-1015 • 2:00 pm – 6:10 pm

A-01	2:00 pm	<i>Borrowed Aesthetics, Erased Origins: A Study of Cultural Appropriation and Hegemony in the K-pop Industry</i> SHI Yingzi , Communication, FSS
A-02	2:20 pm	<i>Idols, Demons, and the Gaze: A Cinema Study of Culture and Gender in K-POP Demon Hunters</i> WANG Jinghan , Communication, FSS
A-03	2:40 pm	<i>Social Media Posting Behaviour Among Young Adults in Macao - A Uses and Gratifications Approach</i> HONG Hin Lam , Communication, FSS
	3:00 pm	<i>Break and refreshments</i>
A-04	3:10 pm	<i>Evolving Agency: A Century of Rewriting Female Characters in the Count of Monte Cristo</i> DENG Liyu , Communication, FSS
A-05	3:30 pm	<i>An Analysis of Visual and Marketing Strategies and User Engagement in Dessert Brands' Instagram Marketing</i> QIN Danyang , Communication, FSS
A-06	3:50 pm	<i>International Student Mobility: An Autoethnographic Study of Identity Formation of A Senior International Relations Student in Macao and the United Kingdom</i> Daniel Putra DE JESUS , Government And Public Administration, FSS
	4:10 pm	<i>Break and refreshments</i>
A-07	4:20 pm	<i>Math Avoidance, Social Expectation, and Math Achievement</i> KOU Chi Wai , Psychology, FSS
A-08	4:40 pm	<i>Is A Math Test by Any Other Name Just as Anxiety Provoking?</i> LÊ Huyền Trang , Psychology, FSS
A-09	5:00 pm	<i>Mechanisms of Active Engagement in Sound-Based Self-Regulation: A Randomized Trial of Singing Bowl Striking, Passive Listening, and Rhythmic Tapping</i> MUI Ka Ian , Psychology, FSS
	5:20 pm	<i>Break and refreshments</i>
A-10	5:30 pm	<i>Workplace Disengagement: Exploring the Impact of 'Quiet Quitting' Versus 'Goblin Mode' and the Moderating Role of Leadership</i> PANG Hoi Un , Psychology, FSS
A-11	5:50 pm	<i>Application of Real-time Monitoring of Financial Bubbles: An Empirical Study Based on Coinbase Bitcoin (CBBTCUSD)</i> MAO Beixuan , Economics, FSS

Symposium Programme

Oral Presentation • Session B • Room E12-1016 • 2:00 pm – 6:30 pm

B-01	2:00 pm	<i>Financial Health and Profitability Analysis of Two Global Theme Park Leaders: Disney vs. Universal Studios</i> WONG Hoi Ching Kyrie , Accounting, FBA
B-02	2:20 pm	<i>Auditor Independence Under Pressure: Evidence from Client Importance in Hong Kong's Property Development Industry</i> LEONG Ian Cheng , Accounting, FBA
B-03	2:40 pm	<i>A Case Study of Corporate Financial Fraud Based on GONE Theory: Evidence from Jintongling CAI Wa</i> , Accounting, FBA
	3:00 pm	<i>Break and refreshments</i>
B-04	3:10 pm	<i>Predicting Individual Carbon Footprints: A Factor Model Approach</i> KHONG Fan Ye Eugene , Business Intelligence And Data Analytics, FBA
B-05	3:30 pm	<i>Drivers of Tourist Satisfaction in Theme Parks: A Multi-Modal Analysis of Shanghai Disneyland</i> LI Guixin , Business Intelligence And Data Analytics, FBA
B-06	3:50 pm	<i>Factor Model of Bitcoin and Traditional Financial Assets</i> FONG Hio Lam , Business Intelligence And Data Analytics, FBA
	4:10 pm	<i>Break and refreshments</i>
B-07	4:20 pm	<i>An Empirical Study about Perceptions of Electronic Consumption Benefits Plan and Community Consumption Reward Program in Macao</i> Ruth TAN , Business Intelligence And Data Analytics, FBA
B-08	4:40 pm	<i>A Text Analytics Study of Emotional Valence and Slang Proliferation in the 2025 YouTube Trending Ecosystem</i> NG Ka Long , Business Intelligence And Data Analytics, FBA
B-09	5:00 pm	<i>The Effectiveness of the "Macao Consumption Grand Prize" Scheme on Stimulating Local Consumption and Benefit Local SMEs in Macau</i> WONG Iat Tong , Business Intelligence And Data Analytics, FBA
	5:20 pm	<i>Break and refreshments</i>
B-10	5:30 pm	<i>Financial Literacy and Wealth Planning Intention among University of Macau Students</i> LEI Pui I , Finance, FBA
B-11	5:50 pm	<i>The Effect of Trump's Tariffs on Chinese Stock Returns</i> NG Yin Chak , Finance, FBA
B-12	6:10 pm	<i>Wage Appreciation and Labor Efficiency: A 31-Year Log-Linear Analysis of Macao's Restaurant Sector (1993–2024)</i> FOONG Chan Ping , Financial Controllership, FBA

Symposium Programme

Oral Presentation • Session C • Room E12-1017 • 2:00 pm – 6:30 pm

C-01	2:00 pm	<i>Explainable AI in Alzheimer's Disease Classification</i> TANG Yuan , Bioinformatics, FHS
C-02	2:20 pm	<i>The Impact of Customer Experience on Consumer Purchase Intention and Perceived Well-Being in Douyin</i> WONG Hoi Nam , Marketing, FBA
C-03	2:40 pm	<i>The Impact of Celebrity Effect on Emotional Experience and Purchase Intention in Blind Box Consumption Among Generation Z</i> LAN Qiyuan , Marketing, FBA
	3:00 pm	<i>Break and refreshments</i>
C-04	3:10 pm	<i>Exploring the Role of Digital Finance Tools in Shaping Financial Literacy among Malaysian Youth</i> CHIANG Fei Yang Rosalind , Financial Controllership, FBA
C-05	3:30 pm	<i>Strategic Responses of Macao's Casino Operators to the SAR's Economic - Diversification Regulation</i> CHENG Chi Kio , Global Business Management, FBA
C-06	3:50 pm	<i>The Impact of Reward System on Organizational Citizenship Behaviour</i> KAM Ian Tong , Global Business Management, FBA
	4:10 pm	<i>Break and refreshments</i>
C-07	4:20 pm	<i>Optimizing Urban Green Space Design Using Reinforcement Learning</i> HO Fu Hong , Computer Science, FST
C-08	4:40 pm	<i>PRISM: Parameter-efficient Reasoning through Internalized Sample-complexity Modeling for Large Language Models</i> LUO Yiming , Computer Science, FST
C-09	5:00 pm	<i>Block-Sparse Attention with Prefix Caching: Integrating MInference into vLLM via the PagedAttention – Sparsity Isomorphism</i> PO Hiu Lam , Computer Science, FST
	5:20 pm	<i>Break and refreshments</i>
C-10	5:30 pm	<i>Artificial Intelligence for Analyzing Tumor Infiltration of CAR-T Cells</i> CHAI Jia Jie , Computer Science, FST
C-11	5:50 pm	<i>A Fourier Neural Operator Framework for Wi-Fi CSI-Based Human Activity Recognition</i> LUAN Baihe , Mathematics, FST
C-12	6:10 pm	<i>From Design to Control: Coordinated Leader-Follower Multi-Robot System for Mobile Manipulation</i> ALI Omar Kassana Jimenez , Electromechanical Engineering, FST

Symposium Programme

Oral Presentation • Session D • Room E12-1018 • 2:00 pm – 6:30 pm

D-01	2:00 pm	<i>Current Situation of Minors' Working Environment in Macao: Legal Risk Analysis and Legal Policy Recommendations</i> CHAN Ka Wan , Law Conducted In Chinese And Portuguese, FLL
D-02	2:20 pm	<i>Reincarnation in This Life: A Study of "Reincarnation" Stories in Liaozhai Zhiyi</i> GUO Jingyuan , Chinese Language And Literature, FAH
D-03	2:40 pm	<i>Media, Perceptions, and Imaginations: Latina Women in the Eyes of UM Students</i> HONG Yuting , History, FAH
	3:00 pm	<i>Break and refreshments</i>
D-04	3:10 pm	<i>The Impact of AI Tools on Career Decisions and Portuguese Language Learning Among Undergraduate Students at the University of Macau</i> WONG Pui Lam , Portuguese Studies, FAH
D-05	3:30 pm	<i>A Comparative Study of Modality in Portuguese and Chinese Language</i> CHEN Lin , Portuguese Studies, FAH
D-06	3:50 pm	<i>A Contrastive Study of Correlative Comparative Constructions in Mandarin and Portuguese: Similarities and Differences between the Construction of Mandarin 越...越... and the Construction of Portuguese Quanto Mais ...</i> WANG Chuyue , Portuguese Studies, FAH
	4:10 pm	<i>Break and refreshments</i>
D-07	4:20 pm	<i>Study of Non-Professional Translators Utilizing Generative AI</i> CHEONG Julian Sam Ye , English Studies, FAH
D-08	4:40 pm	<i>Mandarin-English Code-Switching and Student Perceptions at the University of Macau</i> YU Shuchen , English Studies, FAH
D-09	5:00 pm	<i>A Report on the En-Ch Translation of Rosanne Parry's A Whale of the Wild from the Perspective of Skopos Theory</i> DONG Lexuan , English Studies, FAH
	5:20 pm	<i>Break and refreshments</i>
D-10	5:30 pm	<i>Exploring Student Teachers' Perceptions, Adaptations and Application with EFL Materials: A Case Study of Macao Secondary EFL Context</i> CHAN Weng Chin , Education (English), FED
D-11	5:50 pm	<i>Development of A Word-Problem Vocabulary Measure</i> XIN Luxian , Education (English), FED
D-12	6:10 pm	<i>Research of Mathematics Education in 2015-2024: A Comparative Study between Shanghai and Macao</i> ZHANG Senhong , Education (Mathematics), FED

Oral Presentation • Session A • Room E12-1015 • 2:00 pm - 6:10 pm

A-01 Borrowed Aesthetics, Erased Origins: A Study of Cultural Appropriation and Hegemony in the K-pop Industry**SHI Yingzi**, Communication, FSS**Advisor:** Benjamin HODGES, FSS**Co-advisor:** Timothy SIMPSON, FSS

This project investigates cultural appropriation and cultural hegemony within the South Korean K-pop industry, examining how these phenomena operate in the context of global cultural flow especially in the digital age. Through a qualitative approach, this project examines three main dimensions. First, it analyzes the industry's pattern of appropriating diverse cultural elements—including Chinese traditional knots, Black hip-hop aesthetics, and South Asian religious symbols. Without proper acknowledgment, these cultural elements with their own historical meaning are reduced to mere visual aesthetics. Second, it explores how K-pop's global dominance creates cultural hegemony especially compared with Chinese culture. Korean culture has historically drawn significant influence from Chinese civilization, resulting in overlapping cultural elements. While Korea has developed its own distinctive expressions through this foundation, the K-pop industry often promotes traditional elements exclusively as "Korean culture" without acknowledging Chinese origins. As a Western-aligned nation, South Korea becomes a primary representative of East Asian culture to international audiences, while China's living cultural heritage remains invisible. Third, it investigates how different audiences respond, revealing that Chinese netizens actively resist perceived historical erasure through digital nationalism, whereas Western audiences often lack the cultural knowledge to distinguish shared East Asian heritage from Korean branding. By comparing how K-pop appropriates Chinese, Black, and South Asian cultures, this research provides insight into how contemporary Korean media navigates the tension between global commercial success and cultural accountability.

Abstracts

A-02 Idols, Demons, and the Gaze: A Cinema Study of Culture and Gender in K-POP Demon Hunters

WANG Jinghan, Communication, FSS

Advisor: Benjamin HODGES, FSS

This project examines how the film K-POP Demon Hunters negotiates gender representation and cultural identity within the global streaming landscape. Situated against the historical backdrop of Western media stereotypes portraying Asian women as either exoticized "Dragon Ladies" or submissive "Lotus Blossoms", the film presents a contrasting model of female empowerment. Through a qualitative analysis integrating music narratology, gaze theory, and visual culture studies, this research investigates two dimensions: the auditory construction of gendered subjectivity through lyrical and stylistic differences between HUNTR/X and Saja Boys, and the visual encoding of gender through costume design, physical appearance, and the hybrid human-demon embodiment of the main character Rumi. The analysis reveals that the film transfers sexualizing responsibility onto villains while constructing female agency through collaborative sisterhood and self-acceptance narratives. Furthermore, by hybridizing traditional Korean cultural elements with globally accessible aesthetics, the film achieves a "both local and global" mode of expression. This research contributes to understanding how contemporary Korean media navigates the tension between challenging stereotypes and operating within the constraints of global popular culture.

A-03 Social Media Posting Behaviour Among Young Adults in Macao - A Uses and Gratifications Approach

HONG Hin Lam, Communication, FSS

Advisor: CHEANG Ka Ian, Justina, FSS

This study adopts a uses and gratifications framework to explore what motivates young adults to post on social media and the perceived gratification after posting. A qualitative research method was used, with an in-depth and semi-structured interview using open-ended questions. Interviews are carried out with young adults aged between 18 and 25. The findings show that participants post mainly to record their life. Posting can also amplify their emotions and serve as a way to express feelings that are hard to show in real life. In terms of gratification, most participants felt that there's a sense of fulfillment simply through posting, with likes and comments acts more like a bonus. Differences were also found between interviewees, showing their individual perspective. Overall, this study shows that social media posting is influenced by both personal needs and social factor and allows us to better understand young adults' everyday media use.

Abstracts

A-04 Evolving Agency: A Century of Rewriting Female Characters in the Count of Monte Cristo

DENG Liyu, Communication, FSS

Advisor: SHI Wei, FSS

As a cornerstone of world literature, Alexandre Dumas' *The Count of Monte Cristo* is renowned for its rich Romantic sensibility, intricate narrative, and profound exploration of human complexity. Within this literary masterpiece, female characters play a significant role in both advancing the plot and shaping the protagonist's moral and emotional development. The novel's enduring appeal is evidenced by its numerous screen adaptations across different eras, each reinterpreting the text through the lens of its contemporary cultural moment. Against the backdrop of gradually awakening feminist consciousness, successive film and television adaptations have progressively reimagined the novel's female figures, reflecting shifting societal attitudes toward gender and agency. The story of *Monte Cristo* continues to resonate into the twenty-first century, with the most recent major adaptation appearing in 2024, demonstrating the narrative's persistent cultural relevance. This paper undertakes a diachronic analysis of these adaptations, examining how female characters have been positioned and repositioned across different historical contexts, and interrogating the evolving status and agency accorded to women in successive cinematic retellings of Dumas' enduring tale.

A-05 An Analysis of Visual and Marketing Strategies and User Engagement in Dessert Brands' Instagram Marketing

QIN Danyang, Communication, FSS

Advisor: LIU Mingxuan, FSS

The global dessert market, valued at hundreds of billions of US dollars, is experiencing sustained growth, with social media emerging as a critical brand marketing channel. Using 330 posts from the official Instagram accounts of 6 leading international dessert brands, this study systematically codes visual features and marketing strategies through content analysis, then applies regression analyses to examine how these elements correlate with user engagement (user likes, comments, and shares). The results show that account follower size and explicit engagement prompts are the primary drivers of variations in user engagement levels, while visual variables have relatively weak overall explanatory power. In terms of marketing strategies, the adoption of each strategy varies significantly across brands. Among them, brand identity elements remain the most widely used content format, and systematic differences in strategy adoption are also observed across different product categories.

Abstracts

A-06 International Student Mobility: An Autoethnographic Study of Identity Formation of A Senior International Relations Student in Macao and the United Kingdom

Daniel Putra DE JESUS, Government And Public Administration, FSS

Advisor: PAN Wei, FSS

Through a first-person narrative, this essay investigates the reasons behind identity formation through the experience of international student mobility (ISM), focusing on my academic journey from Timor-Leste to Macau and the United Kingdom. Identity is understood to be dynamic, socially constructed process formed through social interactions, cultural norms, and institutional contexts (the universities), agreeing with constructivist and sociocultural scholars that emphasize ongoing identity development within oneself. Using Fearon's conceptualization of identity categories and worldviews, the study investigates how my past, influenced by Eurocentric orientations rooted in Judeo-Christian values, with my current identity shaped by 3.5 years in Macau and a semester in London. This transformation—from scepticism to a belief in polycentrism—emerges through exposure to two distinct educational models: the University of Macau's liberal arts approach and Queen Mary University of London's specialized curriculum. Employing autoethnography, the study situates my personal experience as both data and analytical lens, allowing reflection on how international student mobility regimes shift one's identity. By placing my voice at the centre, it contributes to the literature gap and offers insights for Timor-Leste policymakers supporting student mobility. Ultimately, this work shows how ISM serves as a critical site where worldviews are reshaped and new identities are formed.

A-07 Math Avoidance, Social Expectation, and Math Achievement**KOU Chi Wai**, Psychology, FSS**Advisor:** LAU Tsz Tan, Nathan, FSS

Math anxiety negatively affects learners' math performance. Previous study suggested that the relationship between math anxiety and math achievement may affect learners over the long term through math avoidance behavior. In the current study, we examine the factors that modulate the expression of math avoidance. Specifically, we aim to study whether societal expectations affect the likelihood of people avoiding math in the face of anxiety, and whether avoidance affects their math achievement. To investigate this matter, we conducted a cross-sectional survey and recruited 100 participants who had taken the Gaokao examination. We gave these participants standardized scales to test for the variables under study. Regarding the indirect path, results suggest that math anxiety is positively associated with math avoidance and the effect strengthens with the higher levels of societal expectation. However, math avoidance doesn't affect math achievement regardless of the level of societal expectation. We suggest that the reason why math avoidance is not related with Gaokao scores in our sample is because the schooling environment in China hindered their chances of avoidance. Moreover, math anxiety doesn't predict Gaokao score at average levels of societal expectation; however, when social expectation is low, it negatively affects Gaokao score, and interestingly, when social expectation is high, it positively predicts Gaokao score. We believe this is because when social expectation is high, these expectations may lead students to feel higher motivation related to meeting expectations, while when societal expectation is low, higher anxiety will lead students to underperform under pressure.

Abstracts

A-08 Is A Math Test by Any Other Name Just as Anxiety Provoking?

LÊ Huyền Trang, Psychology, FSS

Advisor: LAU Tsz Tan, Nathan, FSS

Math anxiety impairs performance by consuming working memory resources, yet little is known about how situational triggers elicit this impairment. This study tested whether altering task framing and time pressure influences performance, state anxiety, perceived difficulty, and self-efficacy. We predicted that task framing and time pressure would impair performance, especially for math-anxious individuals. We also predicted that there may be an interaction effect between time pressure and task framing. In sum, 53 participants (Mean Age = 22, SD = 2.5) were randomly assigned to timed or untimed conditions under a cover story. All completed three tasks: a disguised financial declaration, a disguised ethical assessment task, and an explicit math test - each containing arithmetic problems. Math-anxious individuals reported no greater anxiety on disguised tasks than their non-anxious peers yet experienced more anxiety on explicit math tests. Paradoxically, they outperformed their non-anxious peers on the disguised tasks, while performing equivalently on the math test. This pattern suggests that when mathematical content is embedded in everyday contexts, math-anxious individuals may unconsciously allocate greater attention to numerical details, turning their anxiety into a performance advantage. Thus, rather than uniformly impairing performance, math anxiety can, under certain framings, covertly enhance outcomes. These findings point to the promise of reframing math tasks to reduce anxiety while leveraging this paradoxical benefit.

A-09 Mechanisms of Active Engagement in Sound-Based Self-Regulation: A Randomized Trial of Singing Bowl Striking, Passive Listening, and Rhythmic Tapping

MUI Ka Ian, Psychology, FSS

Advisor: KWAN Yan Yee, Letty, FSS

Background: Singing bowls are increasingly used in campus wellness settings to reduce stress, yet the psychological mechanisms underlying their effects remain untested.

Objective: This study tests whether active engagement with a singing bowl reduces state anxiety via a sequential pathway of perceived competence and emotional regulation self-efficacy.

Methods: In a randomized between-subjects design, a target sample of 90–99 participants will be assigned to one of three 10-minute conditions: (1) Strike Bowl (active striking), (2) Passive Bowl (listening to a recording), or (3) Rhythmic Tap Control (tapping a pad). State anxiety (STAI-6), perceived competence (Intrinsic Motivation Inventory), sense of agency (Sense of Agency Scale), and emotional regulation self-efficacy (ERSE) will be assessed pre- and post-intervention.

Hypotheses: The Strike Bowl condition will produce greater reductions in state anxiety than the other two conditions. This effect will be mediated sequentially by perceived competence and emotional regulation self-efficacy.

Contribution: Identifying agency and perceived competence as active ingredients will support the development of scalable, self-administered emotion regulation tools for student mental health.

Abstracts

A-10 Workplace Disengagement: Exploring the Impact of 'Quiet Quitting' Versus 'Goblin Mode' and the Moderating Role of Leadership

PANG Hoi Un, Psychology, FSS

Advisor: O Jiaqing, FSS

Social influence plays a powerful role in shaping behavior, as individuals learn from the actions and attitudes of those around them. This influence can impact organizations, especially in terms of disengagement, which has been studied for years due to its effects on overall performance. Since the COVID-19 pandemic, workplace disengagement has taken new forms, including quiet quitting (a silent withdrawal of extra effort) and goblin mode (openly rejecting social norms or expectations). Do different types of coworker disengagement differentially influence employees' own work disengagement? Using a cross-sectional survey design, we collected self-report data from 392 employees across multiple organizations via online surveys (mean age = 37.4 years). The sample consisted of 245 male and 147 female participants. Data collection is still ongoing. Preliminary analysis indicates that exposure to disengaged coworkers significantly increased employees' own disengagement. In particular, exposure to coworkers exhibiting goblin mode showed a stronger contagion effect than exposure to those exhibiting quiet quitting. Furthermore, the findings suggest that perceived leadership quality could play a role in mitigating the negative influence of disengaged coworkers on employees. In conclusion, even in its preliminary stages, this study highlights the importance of understanding different types of disengagement to better manage workplace dynamics.

A-11 Application of Real-time Monitoring of Financial Bubbles: An Empirical Study Based on Coinbase Bitcoin (CBBTCUSD)

MAO Beixuan, Economics, FSS

Advisor: ZU Yang, FSS

Bubbles refers to the upward price deviation from the fundamental value of asset prices that exist in the financial market (Kindelberger, 1978), and the bursting of bubbles is often accompanied by the risk economic recessions (Martin & Ventura J., 2011; Wang, P., & Wen, Y., 2012). Detecting bubbles timely and make respective strategy is significant when the bubbles emerge. This study gained inspiration from Page, E.S.'s (1954) article discussing "monitoring abnormal processes with cumulative deviations," which is the origin of the CUSUM method that frequently used by later scholars. We introduce the FLUC bubble testing method to compare with CUSUM detected bubble periods, and found dominant differences due to the FLUC expansion windows. Moreover, this study looks into the most recent bubble detecting method-PSY bubble testing. PWY (2011) proposed the right-tailed recursive ADF test (SADF) against this backdrop of the explosive behavior of the 1990s NASDAQ, which is the basement paper for PSY (2014, 2015) method that further proposed the generalized sup ADF (GSADF) test and the backward sup ADF (BSADF) test, and were able to identify multiple bubbles simultaneously within the sample period. Though in companion PSY(2015) literature does not apply the real-time monitoring into real-work stock price, this study uses the Coinbase Bitcoin dataset taken from the Federal Reserve Bank of St. Louis(FRED) to compare three bubble testing method: CUSUM, FLUC and real-PSY.

Abstracts

Oral Presentation • Session B • Room E12-1016 • 2:00 pm - 6:30 pm

B-01 Financial Health and Profitability Analysis of Two Global Theme Park Leaders: Disney vs. Universal Studios

WONG Hoi Ching Kyrie, Accounting, FBA

Advisor: YUEN Chun Yip, Desmond, FBA

This study compares the financial performance of the theme park divisions of The Walt Disney Company and Comcast Corporation (parent company of Universal Studios) over the five-year period from 2021 to 2025. Using a quantitative comparative case study approach, the research examines three key areas: profitability, liquidity, and solvency. Financial data were collected from audited annual reports (Form 10-K) and analyzed using major financial ratios, including net profit margin, return on assets (ROA), return on equity (ROE), current ratio, operating cash flow ratio, debt-to-equity ratio, and interest coverage ratio. The results show clear differences between the two companies. Universal Studios demonstrates stronger profitability and higher returns to shareholders, with ROE reaching 20.64% in 2025. In contrast, Disney shows stronger solvency, reducing its debt-to-equity ratio from 1.25 to 0.75 during the study period. Both companies experienced declining liquidity, with current ratios falling below 1.0 in recent years. Overall, neither company stands out as the single financial leader. Instead, Universal may appeal more to growth-focused investors, while Disney may be more attractive to risk-averse stakeholders. These findings offer useful insights for investors, managers, and industry professionals.

B-02 Auditor Independence Under Pressure: Evidence from Client Importance in Hong Kong's Property Development Industry

LEONG Ian Cheng, Accounting, FBA

Advisor: LIU Jiancheng, Duncan, FBA

This paper examines the relationship between client importance and audit quality in the context of Hong Kong-listed property development firms, where financial reporting is often influenced by large and complex asset structures as well as volatile market conditions. The study hypothesizes that higher client importance may influence auditors' reporting decisions, potentially affecting the likelihood of issuing modified audit opinions. To investigate this, a binary logistic regression model is applied to a five-year panel dataset to investigate whether auditors behave differently when they are economically dependent on their clients, with audit quality proxied by audit opinion type and client importance measured based on the relative significance of audit fees. The importance of this study lies in addressing ongoing concerns regarding whether auditors' reporting may be impaired by their economic dependence on key clients, particularly in light of fraud cases and disclosure issues within the industry. The study aims to provide insights that contribute to the ongoing discussion on auditor independence and the reliability of financial reporting.

Abstracts

B-03 A Case Study of Corporate Financial Fraud Based on GONE Theory: Evidence from Jintongling

CAI Wa, Accounting, FBA

Advisor: LIU Jiancheng, Duncan, FBA

In recent years, incidents of financial fraud have occurred frequently across the world. Numerous enterprises have faced regulatory investigations due to financial fraud and the disclosure of false financial information, resulting in damage in reputation, withdrawal from the market, or even bankruptcy and liquidation. Financial fraud has become a significant factor that erodes investor confidence, disrupts market order, and impedes the healthy development of capital markets. Consequently, strengthening the identification and governance of corporate financial fraud is of great significance for the improvement of the market economy system. This paper takes the Jintongling financial fraud case as its subject of study. Based on the GONE theoretical framework, it conducts a systematic analysis of the case from four dimensions: Greed, Opportunity, Need and Exposure, and explores in-depth issues such as deficiencies in corporate internal controls and inadequate external supervision. On this basis, the paper summarizes and proposes corresponding preventive and governance recommendations. It provides guidance for enterprises to improve their internal control mechanisms and enhance the quality of information disclosure, as well as for regulatory authorities to strengthen supervision, thereby promoting the orderly operation and long-term stable development of the capital market.

B-04 Predicting Individual Carbon Footprints: A Factor Model Approach

KHONG Fan Ye Eugene, Business Intelligence And Data Analytics, FBA

Advisor: ZHU Yingpeng, FBA

The aim of this project is to build a machine learning model that analyzes how daily lifestyle actions contribute to carbon emissions and predicts an individual's daily carbon footprint. The modeling process is constructed by comparing the performances of six regression algorithms. In the selection of the best model, 5-fold cross-validation and a combined score metric that considers prediction accuracy (R^2), absolute error (MAE), and percentage error (MAPE) are applied. Hyperparameter optimization will be applied to further refine the selected best-performing model. Through feature importance analysis, electricity usage, travel distance, and renewable energy adoption were found to be the most influential factors that impact carbon emissions. Furthermore, this project has implemented an interactive calculator which is targeted to help individuals realize their daily carbon footprints and provide them personalized recommendations on reduction approaches. Overall, this project highlights the contributions of machine learning models in environmental sustainability, while also offering actionable insights to individuals and organizations seeking to reduce their environmental impact.

Abstracts

B-05 Drivers of Tourist Satisfaction in Theme Parks: A Multi-Modal Analysis of Shanghai Disneyland

LI Guixin, Business Intelligence And Data Analytics, FBA

Advisor: ZHU Yingpeng, FBA

This study aims to examine the key drivers of tourist satisfaction at Shanghai Disneyland by integrating structured rating data with unstructured textual reviews. It hypothesises that different attributes contribute unequally to overall satisfaction and that these effects vary across visitor segments. Using a dataset of 3,704 reviews collected from Ctrip.com, the study applies multiple linear regression to quantify the impact of Scenery, Fun, and Value for Money on overall satisfaction, and Latent Dirichlet Allocation (LDA) topic modelling to identify themes in review texts. The results show that Value for Money has the strongest impact on satisfaction, followed by Fun, while Scenery is not statistically significant in the full model. Subgroup analysis reveals that satisfaction drivers differ across visitor types. Text analysis further shows that positive experiences are associated with enjoyment and immersive atmosphere, whereas dissatisfaction is linked to long waiting times, service issues, and platform-related problems. This study demonstrates the importance of combining quantitative and qualitative approaches and shows that satisfaction is shaped by both in-park experiences and pre-visit interactions.

B-06 Factor Model of Bitcoin and Traditional Financial Assets

FONG Hio Lam, Business Intelligence And Data Analytics, FBA

Advisor: SHEN Hongchuan, FBA

Bitcoin has emerged as a financial asset with high volatility and increasing participation of institutional investors, especially following the introduction of Bitcoin exchange-traded funds (ETFs). This research examines the extent to which traditional financial factors explain Bitcoin price dynamics, including the U.S. equity market return (SP500), the U.S. Dollar strength (DXY), the 10-year U.S. Treasury yields (DGS10), gold prices (GLD), and the Federal Reserve's quantitative easing measures (QE). Using monthly data from January 2016 to December 2024, multiple linear regression models are used to capture potential time-varying relationships over different sub-periods. While Bitcoin exhibited idiosyncratic independence from most traditional factors during the pre-2020 period, with only the U.S. Dollar and the 10-year U.S. Treasury yields showing marginal significance, the post-2021 era marked a structural shift where the S&P 500 emerged as the sole dominant driver. Over the full sample, the S&P 500 consistently demonstrates a strong association with Bitcoin prices. These findings suggest that Bitcoin's relationship with traditional financial markets has strengthened in recent years.

Abstracts

B-07 An Empirical Study about Perceptions of Electronic Consumption Benefits Plan and Community Consumption Reward Program in Macao

Ruth TAN, Business Intelligence And Data Analytics, FBA

Advisor: SAM Kin Meng, Tony, FBA

This study investigates Macau residents' perceptions and actual behavior toward two government-led consumption incentive programs: the Electronic Consumption Incentive Program and the Community Consumption Reward Program. Data was collected from 182 eligible respondents through a questionnaire and analyzed using multiple and simple regression, paired sample t-tests, and one-way ANOVA. The results indicate that perceived benefits and policy signal effects significantly enhance perceived value in both programs. Perceived benefits have a stronger effect in the Electronic Consumption Incentive Program, while policy signal effects are more influential in the Community Consumption Reward Program. In contrast, perceived costs and risks are not significant in either program. Perceived value strongly predicts participation intention, which further increases actual usage behavior. Differences between the two programs are limited, with only perceived value showing significant differences. Additionally, different age groups significantly influence participation and usage in both programs, while different income groups significantly influence participation intention in the Electronic Consumption Incentive Program and actual usage in both programs. This study contributes to the limited empirical research on Macau's consumption policies and provides insights for improving future economic stimulus programs.

B-08 A Text Analytics Study of Emotional Valence and Slang Proliferation in the 2025 YouTube Trending Ecosystem

NG Ka Long, Business Intelligence And Data Analytics, FBA

Advisor: TANG Heng, Anthony, FBA

The study explores the "Brainrot" phenomenon on YouTube in 2025. By analyzing trending video titles, this study found that "Brainrot" isn't a single trend, but two distinct ones. While Gaming-Brainrot is driven by specific Roblox titles, Cultural-Brainrot represents the organic spread of Gen-Z slang. A major challenge was that traditional sentiment tools like VADER are "out of touch" all common Brainrot terms in our sampling data. In order to fix this, the study developed a Patched VADER by adding community-validated terms and custom rules, significantly improving its ability to "understand" internet culture with improvement in human agreement. Data shows that while Gaming-Brainrot accounts for most of the trend's explosive growth, with the cultural-Brainrot follows a seasonal cycle, dipping in Q3 before rebounding in Q4. Interestingly, Cultural-Brainrot shows the strongest link between emotional intensity and views. Whether this is due to YouTube's recommendation algorithm or simply creators being more provocative remains an open question, however, the connection between digital slang and viral reach is undeniable.

Abstracts

B-09 The Effectiveness of the “Macau Consumption Grand Prize” Scheme on Stimulating Local Consumption and Benefit Local SMEs in Macau

WONG Iat Tong, Business Intelligence And Data Analytics, FBA

Advisor: CHU Kuok Kun, Patrick, FBA

Following the outbreak of COVID-19, Macau experienced a prolonged tourism lockdown, along with economic recession, higher unemployment rates, and health concerns. In addition, Macau citizens prefer shopping in mainland China due to lower prices. In response, the Macau government has launched several stimulus schemes to boost the local economy. This study examines the effectiveness of one of the schemes, “Macau Consumption Grand Prize”, in influencing local consumption patterns of different consumer segments and the impact on local SMEs (small and medium-sized enterprises) in Macau. Online questionnaires were distributed to gather data from both permanent and non-permanent residents of Macau. Statistical analysis, such as independent samples t-test and ANOVA, were implemented to draw conclusions regarding the scheme's effectiveness. The findings suggest that the scheme has led to an overall improvement in local consumption levels and SME growth in the short term. This study also finds that age and income were the most significant demographic predictors on the scheme's effectiveness, while residency status and employment status did not show significant impact. This study may provide insights for the Macau government to optimise future stimulus schemes to boost local consumption and support SMEs in various industries.

B-10 Financial Literacy and Wealth Planning Intention among University of Macau Students**LEI Pui I**, Finance, FBA**Advisor:** REN Jinjuan, Susan, FBA

This study examines the relationship between financial literacy and wealth planning intention among students at the University of Macau. A questionnaire survey was conducted with 157 respondents to explore their financial knowledge, attitudes, and decision-making behaviour. The analysis focuses on four key factors: subjective financial literacy, objective financial knowledge, financial attitude, and financial decision-making ability. Regression analysis is used to examine how these factors influence students' intention to engage in financial planning activities, while other aspects of financial behaviour are analysed using descriptive statistics. The results show that subjective financial literacy, financial attitude, and financial decision-making ability have significant positive effects on wealth planning intention, whereas objective financial knowledge does not. These findings suggest that confidence and attitudes play an important role in shaping financial behaviour and may be more influential than knowledge alone.

Abstracts

B-11 The Effect of Trump's Tariffs on Chinese Stock Returns

NG Yin Chak, Finance, FBA

Advisor: QIN Zhenjiang, Tony, FBA

Trump's return to the White House in 2025 brought a series of aggressive tariff hikes targeting China. This paper investigates the impact of tariff policies on Chinese stock markets between February and April 2025, focusing on both market-level reactions and industry-level heterogeneity. Using event study methodology and cross-sectional regression analysis, we examine four major tariff announcements and their effects on 31 Shenwan primary industries. Our model incorporates industry characteristics including export dependence, financial leverage, and industry size to explain variation in cumulative abnormal returns (CARs). Results indicate that tariff announcements significantly depress market returns in some tariff events, with the April 2 event, a 34% tariff increase triggered an 11.73% drop in the Shenwan 300 index. Industries with high export dependence, such as Electronics and Machinery, suffer the most negative CARs, while domestic-oriented sectors like Food & Beverage and Agriculture experience positive returns. Cross-sectional regressions reveal that both export dependence and financial leverage explain industry-level abnormal returns in some tariff events. This paper demonstrates that tariffs generate heterogeneous effects across industries-based export dependence and financial leverage, offering insights for investors managing risk during trading conflicts and helping policymakers better understand their tariff decision.

B-12 Wage Appreciation and Labor Efficiency: A 31-Year Log-Linear Analysis of Macao's Restaurant Sector (1993–2024)

FOONG Chan Ping, Financial Controllership, FBA

Advisor: QIN Zhenjiang, Tony, FBA

Co-advisor: LIU Ting Chi, Matthew, FBA

In Macau's economy, which relies heavily on tourism, small and medium-sized restaurants face the dual challenges of wage competition from the gaming industry and fluctuating operating costs. This study examines the relationship over 31 years (1993–2024) between real wage increases and labor productivity, measured by inflation-adjusted revenue per employee. Using a log-linear regression model on data from Macau restaurants, the research hypothesized that higher wages would improve efficiency—supporting "Efficiency Wage Theory"—by encouraging greater employee effort and reducing turnover, thus offsetting higher labor costs. To ensure accuracy across three decades of economic changes, all financial variables were adjusted using the Macau Composite CPI, and annual net capital investments were controlled to separate the effects of human capital from technological improvements. The results indicate that real wage increases significantly correlate with productivity, thereby highlighting the critical role of investing in human capital rather than solely pursuing cost reductions. This research is noteworthy because it offers an empirical foundation for local stakeholders and policymakers, demonstrating that competitive remuneration is crucial for the enduring stability and operational success of Macau's designation as a "City of Gastronomy."

Abstracts

Oral Presentation • Session C • Room E12-1017 • 2:00 pm - 6:30 pm

C-01 Explainable AI in Alzheimer's Disease Classification

TANG Yuan, Bioinformatics, FHS

Advisor: Garry WONG, FHS

Alzheimer's disease (AD) is a progressive neurodegenerative disorder and a leading cause of dementia worldwide. Although machine learning models can capture complex patterns in transcriptomic data and distinguish AD from control samples, their black-box nature often limits biological interpretability and clinical confidence. In this project, an explainable machine learning workflow was developed to classify AD and control samples using publicly available bulk transcriptomic data from the prefrontal cortex. Standard preprocessing, variance-based feature selection, and assessment of potential covariates, including age and post-mortem interval, were performed prior to model training. Multiple classification models were trained and evaluated using cross-validation, and SHAP analysis was applied to quantify gene-level contributions at both global and individual sample levels. The resulting explanations highlighted several influential genes, many of which have previously been implicated in AD-related neuronal, immune, or synaptic dysfunction. These findings suggest that integrating machine learning with SHAP-based explanation can provide not only accurate sample classification but also biologically interpretable insights into candidate AD-associated genes in brain transcriptomic data.

C-02 The Impact of Customer Experience on Consumer Purchase Intention and Perceived Well-Being in Douyin

WONG Hoi Nam, Marketing, FBA

Advisor: MAC Vai Iun, Lancy, FBA

In the digital era, traditional purchasing patterns have shifted towards the online environment. With higher demand for digital consumption, customer experience has become an essential factor to determine consumer behaviour. The growth of social commerce, particularly through short-videos and live streaming, has gained widespread popularity by enabling real time interactions with influencers and rapid consumption of engaging content. Using the Stimulus-organism-response (SOR) model, this study investigates online customer experience with four dimensions, namely sensory experience, information experience, entertainment experience and para-social relationship based experience, with the effect of consumer purchase intention and perceived well-being, mediated by flow experience. 189 valid responses are collected from a questionnaire targeting Douyin users across Mainland China. The findings reveal that not all dimensions of customer experience have a significant effect on consumer purchase intention and their perceived well-being. Consumer purchase intention is significantly influenced by information and entertainment experience, while perceived well-being is affected by information, entertainment and para-social relationship based experiences. Flow experience does not play the role of the mediator but is significantly impacted by information and para-social relationship based experiences. The study allows digital marketers to focus on developing integrated customer experience to enhance the effectiveness of social commerce.

Abstracts

C-03 The Impact of Celebrity Effect on Emotional Experience and Purchase Intention in Blind Box Consumption Among Generation Z

LAN Qiyuan, Marketing, FBA

Advisor: MAC Vai Iun, Lancy, FBA

As blind box consumption becomes increasingly popular among Gen Z consumers in China, brands are increasingly adopting celebrity strategies to enhance consumer engagement and loyalty. However, the underlying mechanisms of celebrity effect in this specific consumption context remain largely unknown. This study aims to explore the influence mechanism of celebrity effect on blind box consumption among Gen Z, and uses a structured questionnaire to survey 251 Chinese Gen Z consumers. The questionnaire considers the celebrity effect as a multi-dimensional comprehensive concept, and takes into account the positive emotions (including hedonic and life meaningfulness) and negative emotions (including anxiety, regret and disappointment) that consumers experience during the blind box purchase process as moderating variables. Ultimately, the potential correlations among variables are explored by measuring consumers' purchasing intentions. The results showed that the celebrity effect has a direct and significant positive impact on the future purchasing intentions of Gen Z consumers, and that the emotional experiences (especially positive emotions) during the purchasing process played a mediating role in this relationship. From an empirical perspective, marketers in blind box brands can gain practical insights from this study to help them strategically leverage celebrity effect to increase consumer brand engagement, especially among Gen Z.

C-04 Exploring the Role of Digital Finance Tools in Shaping Financial Literacy among Malaysian Youth

CHIANG Fei Yang Rosalind, Financial Controllership, FBA

Advisor: VONG Pou Iu, Anna, FBA

A rapid transformation has occurred on individuals' accessibility and engagement with financial services over the past decade. From physical, over-the-counter approaches to everything being done a click away from users' fingertips. Yet, it is underexplored whether financial digitalization disseminates to an improvement of individuals' financial literacy. This study aims to explore the correlation between the development of digital tools and financial literacy, focusing on the lens of the youth in Malaysia, defined by age 18 to 30 in this study. The target age group was chosen due to being the most active adopters of digital financial services yet demonstrating one of the lowest levels of financial knowledge. The study is carried out through a quantitative approach, collecting primary data to assess whether the use of two popular FinTech tools — digital payment (QR payment) forms and online trading platforms automatically translate into improved financial understanding. This study also aims to explore how these digital tools influence different dimensions of financial capability, including financial knowledge and financial behavior. In the end, findings of this study can contribute to identify the significance of digital tools in contributing to financial education, complementing the conventional route of obtaining financial knowledge through the education system.

Abstracts

C-05 Strategic Responses of Macao's Casino Operators to the SAR's Economic - Diversification Regulation

CHENG Chi Kio, Global Business Management, FBA

Advisor: YU Haitao, FBA

This study investigates the responses of Macau's six casino operators to the Macau SAR government's post-2022 economic-diversification agenda and new concession requirements. The aim is to assess whether these firms are making meaningful strategic changes or simply reacting to policy pressure. Given Macau casino operators' heavy reliance on gaming revenue, the government's diversification plans have challenged these firms to go through large-scale transitions to sustain market relevance and secure future success. In this research, a comparative case-study approach is used, using data and sources from January 2023 to March 2026. The six operators are compared across key dimensions including strategic intent, scale of non-gaming investment, implementation depth, asset reconfiguration, and alignment with government priorities. The findings suggest that diversification responses are uneven across the sector. While some operators have made substantial progress through permanent non-gaming infrastructure and new offerings, others remain more compliance-led, selective, or delayed. The study shows that regulatory pressure can speed up diversification, but a deeper, holistic transformation depends on each specific company's capabilities, incentives, and strategic commitment.

C-06 The Impact of Reward System on Organizational Citizenship Behaviour

KAM Ian Tong, Global Business Management, FBA

Advisor: LAI Yuen Man, Jennifer, FBA

In today's competitive work environment, organizations are increasingly concerned on promoting employees' voluntary behaviours that contribute to a positive and cooperative workplace, such as Organizational Citizenship Behaviour (OCB), discretionary actions of employees that go beyond their formal job requirements. This study examines whether reward systems, categorized as intrinsic and extrinsic reward, predict both OCB toward individuals (OCBI) and the organization (OCBO), and whether employees with different forms of motivation, namely intrinsic motivation, extrinsic motivation, and amotivation react differently. Results from an online survey among 188 full-time office employees in Mainland China showed that intrinsic rewards were the strongest predictor of both OCBI and OCBO. Amotivation significantly moderated the effects of extrinsic and intrinsic rewards on OCBI, and intrinsic motivation moderated the effect of extrinsic rewards on OCBI, implying that employees who lack motivation still engage in OCBI when provided with rewards and employees who are intrinsically motivated are not as sensitive to extrinsic rewards. These findings provide useful implications for organizations seeking to design reward systems for fostering OCB when considering employees' motivational states.

Abstracts

C-07 Optimizing Urban Green Space Design Using Reinforcement Learning

HO Fu Hong, Computer Science, FST

Advisor: WANG Pengyang, FST

This project investigates whether Reinforcement Learning (RL), a branch of artificial intelligence in which an agent learns to make optimal decisions through trial and error, can produce more effective urban green space designs than conventional planning approaches. Urban green spaces play a vital role in cooling cities, absorbing carbon dioxide, and providing accessible recreational areas for residents, yet designing them in high-density environments requires balancing these competing benefits under limited budgets. We develop a simulation environment modelling an urban land parcel where an RL agent learns to strategically place greenery elements—such as trees, shrubs, grass, pathways, and recreational facilities—while respecting a fixed budget. The agent is evaluated against three objectives: cooling effectiveness, carbon absorption, and pedestrian accessibility. Multiple RL algorithms are implemented and compared against baseline approaches to assess the quality of generated configurations. The project produces optimized green space layout recommendations accompanied by performance visualizations illustrating multi-objective trade-offs and spatial distributions. Through this work, we find that RL-based methods can discover non-obvious design strategies that outperform conventional approaches, demonstrating RL's potential as a data-driven decision-support tool for urban planners seeking efficient greening solutions in resource-constrained settings.

C-08 PRISM: Parameter-efficient Reasoning through Internalized Sample-complexity Modeling for Large Language Models

LUO Yiming, Computer Science, FST

Advisor: LI Li, FST

Reasoning models often struggle to calibrate their reasoning effort to the difficulty of a given task. When faced with complex problems, they may under-reason, failing to generate sufficiently informative intermediate steps and therefore achieving suboptimal performance. Conversely, when handling relatively simple problems, they may over-reason, producing unnecessarily long chains of thought that introduce redundant computation and increase the risk of error propagation, thereby reducing both efficiency and answer quality. Existing attempts to address this issue are largely implemented at the inference stage, such as controlling chain-of-thought length, switching between different reasoning modes, or incorporating additional test-time mechanisms to adapt reasoning to task complexity. However, these solutions often rely on extra design components, specialized data construction, and complicated optimization pipelines. Moreover, many of them remain dependent on full-parameter tuning, which significantly increases both training and deployment costs. In this work, we instead address the problem at the training stage under a parameter-efficient setting. Specifically, we leverage the complementary strengths of supervised fine-tuning and reinforcement learning, and dynamically assign training data and learning signals according to sample complexity. Through this process, the model learns to internalize when concise reasoning is sufficient and when more elaborate reasoning is necessary. Our goal is to develop a combined model that can regulate its reasoning behavior more naturally and effectively across tasks of varying difficulty.

Abstracts

C-09 Block-Sparse Attention with Prefix Caching: Integrating MInference into vLLM via the PagedAttention – Sparsity Isomorphism

PO Hiu Lam, Computer Science, FST

Advisor: XU Huanle, FST

Dynamic block-sparse attention, as demonstrated by MInference, significantly accelerates the pre-filling stage of long-context Large Language Model (LLM) inference by exploiting the observation that attention weight matrices are highly sparse in practice. However, the original MInference implementation operates under a strict assumption: query, key, and value sequences must share identical lengths. This prevents it from working with KV cache, which is the standard mechanism used by production inference systems to avoid recomputing past context. Because of this limitation, MInference cannot naturally take advantage of prefix caching, an important feature of the vLLM system that removes redundant computation when multiple requests share the same system prompt. This work identifies and formalizes a structural correspondence between the block-sparse attention grid and the paged memory layout used by PagedAttention. Specifically, an attention block indexed by column c directly corresponds to the physical KV page $\varphi(c)$ in the PagedAttention block table. This alignment, which had not been previously recognized, shows that block-sparse attention is inherently compatible with paged memory management. As a result, no data reorganization or additional data structures are needed. By integrating the block-sparse importance predictor from MInference into the vLLM inference framework, prefix-cached KV pages can be selectively attended based on predicted block importance. This allows the sparsity mechanism of MInference to coexist with prefix caching for the first time. The approach is further integrated with FlashAttention’s online softmax formulation, ensuring numerical correctness. Experimental results show up to a 63% reduction in attention kernel latency at 100K tokens with a 90K-token prefix cache, while producing output tensors that are numerically almost identical to the MInference baseline.

C-10 Artificial Intelligence for Analyzing Tumor Infiltration of CAR-T Cells

CHAI Jia Jie, Computer Science, FST

Advisor: Simon FONG James, FST

While CAR-T therapy shows promise for leukemia and solid tumors, traditional assessment remains manual, labor-intensive, and fails to capture the complexity of the tumor microenvironment (TME). The goal of this project is to create an AI pipeline that can automatically quantify CAR-T cell infiltration and predict treatment results. We hypothesize that augmenting deep-learning-based 3D segmentation and infiltration analysis with a temporal memory architecture provides a predictive model for treatment efficacy. Cellular behaviors are encoded by this pipeline into latent vectors, which are then saved for comparison with later inputs. This approach allows the system to analyze infiltration as a continuous biological trajectory rather than discrete snapshots. This study is important as it reduces clinical inefficiencies in manual performance analysis, which is critical given the urgency of cancer treatment.

Abstracts

C-11 A Fourier Neural Operator Framework for Wi-Fi CSI-Based Human Activity Recognition

LUAN Baihe, Mathematics, FST

Advisor: Simon FONG James, FST

Wi-Fi Channel State Information (CSI) has become a promising sensing modality for human activity recognition, offering privacy advantages over camera-based approaches while capturing motion-related changes in wireless signals. While many existing studies focus on classifying discrete activity labels, this project extends the target design by introducing a window-level motion instability score derived from temporal variation within CSI windows. An FNO-based model is adopted to learn structured temporal and subcarrier interactions from time-windowed CSI data. The model takes CSI windows as input, applies a learned lifting layer to map the raw signal into a higher-dimensional feature space, and uses Fourier Neural Operator blocks to learn a shared latent representation with global spectral interactions and local channel mixing. The latent field is then compressed by global mean pooling and transformed into a shared hidden embedding, which is connected to a small multilayer perceptron with two output heads for activity classification and instability score prediction. Evaluated on the UT-HAR dataset, this project shows how target design and operator-based learning can extend Wi-Fi CSI activity recognition beyond label-only classification.

C-12 From Design to Control: Coordinated Leader-Follower Multi-Robot System for Mobile Manipulation

ALI Omar Kassana Jimenez, Electromechanical Engineering, FST

Advisor: LIU Jinrong, FST

This paper presents a heterogeneous multi-robot system for collaborative mobile manipulation, consisting of a leader robot with a 3-degree-of-freedom manipulator and a follower robot designed for material collection. A centralized control architecture enables coordinated leader-follower behavior, supported by ultrasonic sensors for obstacle avoidance, a tracking module for inter-robot following, and infrared line sensing for autonomous navigation. A Proportional-Integral-Derivative controller is implemented to ensure precise positioning of the robotic arm during manipulation tasks. The system is realized as a physical prototype, demonstrating stable coordination and effective integration of mobility and manipulation. Results highlight the potential of such coordinated multi-robot platforms to improve efficiency and scalability in logistics applications.

Abstracts

Oral Presentation • Session D • Room E12-1018 • 2:00 pm - 6:30 pm

D-01 Current Situation of Minors' Working Environment in Macao: Legal Risk Analysis and Legal Policy Recommendations

CHAN Ka Wan, Law Conducted In Chinese And Portuguese, FLL

Advisor: NG Kei Kei, FLL

This study investigates the current working situation of minors in Macau, focusing on the underlying risks arising from various remunerative activities in which they participate. Employing a mixed-method approach of questionnaires and semi-structured interviews with minors from 15 to 17 years old, this study identifies the main income-generating activities performed by minors, and results show that these activities have been increasingly conducted via social media, shifting from traditional part-time jobs which require the establishment of formal labour relationships. Furthermore, the findings reveal a significant lack of awareness among minors regarding the legal implications of their actions. Accordingly, this study draws attention to Macau's Civil Code, Labor Relations Law, Commercial Code and other applicable laws to analyze the potential legal risks minors may encounter, and that a lack of legal awareness can increase minors' exposure to risks, which potentially leads to consequences affecting social stability. Finally, by comparing the relevant legal framework of neighboring regions, namely Mainland China, Hong Kong and Taiwan, this study aims to discuss the adequacy of Macau's current legal system and provides reasonable suggestions for improvement to better align legislation with practical realities, thereby creating a safer and more reliable working environment for Macau's younger generation.

D-02 Reincarnation in This Life: A Study of "Reincarnation" Stories in Liaozhai Zhiyi

GUO Jingyuan, Chinese Language And Literature, FAH

Advisor: TANG Chon Chit, FAH

Liaozhai Zhiyi contains numerous stories involving reincarnation, yet the academic community has not systematically examined it as an independent motif. This study adopts thematology as its theoretical framework, defining reincarnation as a narrative motif with stable cultural connotations. Using an analytical framework based on the narrative distinction between "central motive" and "non-central motive," it explores how the presentation of this motif expresses themes such as fate and fortune, karmic retribution, human relationships, and the pursuit of justice. The study finds that Pu Songling, through the reincarnation motif, not only enriches narrative structure but also shifts the focus from Buddhist doctrine to a profound concern for worldly human relations, achieving a literary transformation of a religious motif and thematic innovation.

Abstracts

D-03 Media, Perceptions, and Imaginations: Latina Women in the Eyes of UM Students

HONG Yuting, History, FAH

Advisor: Guillermo RUIZ-STOVEL, FAH

Despite historical ties dating back to the Manila Galleons in the late Ming Dynasty, contemporary Chinese media offers limited exposure to Latin American culture beyond political news. Chinese Generation Z, most of whom have never visited Latin America, already hold vivid images of Latina women as passionate, sexy, curly-haired, Catholic women who love dancing and sports. Are these perceptions rooted in reality, or merely products of imagination? This study examines how University of Macau students construct cultural symbols of distant Latin American women. Using a mixed-methods approach, 217 students completed structured questionnaires, supplemented by five in-depth interviews and two focus groups. Results reveal that participants strongly associate Latin America with Brazil and Mexico. They perceive women in media portrayals as appearance-focused, sexualized, ethnically biased, and stereotypical. Despite recognizing these images as superficial and fragmented, many still believe real Latina women partly mirror them. These perceptions are primarily shaped by films/TV (72.27%), social media (54.38%), and literature (53.00%). The study shows that when a country and its people lack meaningful presence in another nation's media and direct contact, imagination fills the vacuum and stereotypes dominate. This process not only shapes cross-cultural perceptions but also highlights unequal power dynamics in global representation.

D-04 The Impact of AI Tools on Career Decisions and Portuguese Language Learning Among Undergraduate Students at the University of Macau

WONG Pui Lam, Portuguese Studies, FAH

Advisor: Rui Manuel Esteves da SILVA, FAH

This study examines the impact of AI tools on the career paths, further study choices, and Portuguese learning of final-year Portuguese undergraduates at the University of Macau. It analyzes students' post-graduation pathways, including pursuing master's degrees at UM, in mainland China, or abroad, as well as direct employment, and identifies their preferred graduate majors and commonly used online resources and AI tools. The study also explores how large language models (LLMs) and advanced AI translation technologies influence students' confidence in language-related careers, and whether they choose to switch majors or remain committed to language studies under technological impact. In addition, it summarizes common errors of AI tools in Portuguese learning and provides practical suggestions for junior students, offering empirical evidence for curriculum design and career guidance in the AI era.

Abstracts

D-05 A Comparative Study of Modality in Portuguese and Chinese Language

CHEN Lin, Portuguese Studies, FAH

Advisor: Rui MARQUES, FAH

This work presents a comparative linguistic analysis of modality in Portuguese and Chinese, aiming to investigate the mapping patterns between the two languages. Focusing on ten specific modal lexical items, the study hypothesizes that syntactic categories and modal types influence translation equivalence. Grounded in theoretical classifications, the study categorizes these items into epistemic and evaluative modality. Using a methodology based on translation analysis and corpus-based data, this research investigates how these markers are rendered into Chinese and identifies their corresponding modal functions. The findings reveal systematic patterns, particularly regarding the syntactic category of the source term. A significant observation is that the grammatical form (adjective versus adverb) in Portuguese dictates specific constraints in Chinese equivalence. For instance, while both the adjective *natural* and the adverb *naturalmente* can correspond to "自然" or "理所应当", in evaluative contexts only the adjectival form consistently maps to "正常". Ultimately, this project highlights the importance of the diverse modality through bilingual translation. Through this study, we learned that modality is a complex interplay between grammar and context, requiring deep cross-cultural understanding.

Keywords: Modality, Portuguese-Chinese Translation, Epistemic Modality, Evaluative Modality, Corpus Analysis.

D-06 A Contrastive Study of Correlative Comparative Constructions in Mandarin and Portuguese: Similarities and Differences between the Construction of Mandarin 越...越... and the Construction of Portuguese Quanto Mais...

WANG Chuyue, Portuguese Studies, FAH

Advisor: Rui MARQUES, FAH

This study focuses on the comparison between the Portuguese comparative correlative construction *quanto mais/menos X (tanto) mais/menos Y* and the Chinese comparative correlative construction *yuè X yuè Y*. Data from Portuguese and from Modern Chinese was collected at, respectively, the corpus CETEMPÚBLICO and the Peking University Corpus of Modern Chinese (CCL). An analysis of the collected data was conducted taking into consideration different parameters: (i) whether the operators preceding X or Y are omitted, (ii) the syntactic types corresponding to X and Y, (iii) the directionality of the scales corresponding to X and Y, (iv) the number of scales considered in each member of the construction, (v) the linear order between the members of the construction. For all the considered parameters, the analyzed data show relevant differences between the two languages. The obtained results suggest that the two languages follow different strategies to convey the same meaning: the Chinese construction conveys a relation between two (or more) gradable properties, whereas the Portuguese construction expresses a relation between degrees of two (or more) properties. This study enriches the theoretical framework of comparative linguistics and provides support for bilingual education, second-language acquisition and translation.

Keywords: comparative correlative constructions, degree, scales, gradable properties.

Abstracts

D-07 Study of Non-Professional Translators Utilizing Generative AI

CHEONG Julian Sam Ye, English Studies, FAH

Advisor: Hari VENKATESAN, FAH

This research investigates the GenerativeAI translation habit of non-professional users aged 20-30. As digital natives, individuals from this age group demonstrate high technological adaptability and represent mainstream machine translation usage. Existing studies focus more on the influence of LLM translation tools on professional translators or students who are majoring in translation, with limited empirical research on everyday non-professional users. This gap creates a need for further investigation. This research aims to study users' preferences between Neutral Machine Translation (NMT) and Large Language Model (LLM) translator, as well as situations in which individuals will favour LLM over NMT. A mixed-method approach was adopted, involving 60 questionnaire replies (in which 54 are valid) and semi-structured interviews with five participants. Findings indicate that while a majority recognised LLM translation as accurate and supportive, they still prefer NMT tools in daily situations. Participants viewed LLM translation as inconvenient due to its requirements for specific prompts and tendency to provide overly lengthy explanations. Therefore, they will use NMT translation tools more often in daily usage and only choose LLM translation tools when they are pursuing a clear and specific translation goal. Several limitations can be observed in this study. The sample size is relatively small, and most interviewees are students, resulting in a limited perspective that underrepresents working professionals. Future research could expand research scope and include more participants from diverse fields to enhance the generalisability of conclusions.

D-08 Mandarin–English Code-Switching and Student Perceptions at the University of Macau

YU Shuchen, English Studies, FAH

Advisor: CHAN Hok Shing, Brian, FAH

This study aims to examine how Mandarin–English code-switching is used and perceived among students in a bilingual university setting in Macau. Switching between languages has been widely accepted as a communicative practice in a multilingual educational environment. Given the sociolinguistic acknowledgement that the language choice reflects social context, together with an increasing number of Mandarin speakers from mainland China enrolling at UM, the phenomenon of students mixing typologically distinct languages and their attitudes toward this language practice deserve further investigation. Shedding light on the experience of Mandarin-speaking students, the objective of this project is to explore when and why students engage in Mandarin–English code-switching and how they understand its appropriateness. This study adopts a mixed-methods approach, which combines both questionnaires and one-to-one interviews. The online questionnaire is distributed to UM students to collect data on their language use and related attitudes to gain an overall insight. Additionally, a semi-structured interview is conducted to supplement detailed information. The findings contribute to a better comprehension of students’ language practices and attitudes in the multilingual context at UM.

Abstracts

D-09 A Report on the En-Ch Translation of Rosanne Parry's A Whale of the Wild from the Perspective of Skopos Theory

DONG Lexuan, English Studies, FAH

Advisor: YOU Chengcheng, FAH

This thesis selects three representative chapters from the realistic animal fiction *A Whale of the Wild* as the research subject, and under the theoretical guidance of Skopos theory, carries out a Chinese translation practice of the source text. This study takes aligning with the reading habits and cognitive characteristics of Chinese children aged 8 to 14 as its translation purpose. It first conducts a comprehensive analysis of the source text. On this basis, a core Skopos theory translation approach is established, centered on the target young readers' acceptance while adhering to the principles of authenticity, readability, and stylistic consistency. Drawing on the translation practice, this thesis further summarizes the key difficulties encountered during the translation process. For each type of difficulty, targeted translation strategies and specific solutions are proposed, supported by translation examples. The study finds that, under the guidance of Skopos theory, the translator can balance the authenticity of the source text with the readability of the target text by employing flexible translation methods such as free translation, rewriting, and conversion. This approach accurately reproduces the source text's dual narrative structure, whale-centered worldview, and implicit educational connotations, while ensuring that the translation aligns with the language habits and cognitive level of Chinese children and adolescents. The translation practice and analysis in this thesis not only provide a reference for the Chinese translation of English realistic animal children's novels, but also enrich the applied research of Skopos theory in the field of children's literature translation. Moreover, it holds practical significance for the introduction and dissemination of outstanding foreign children's literary works in China.

D-10 Exploring Student Teachers' Perceptions, Adaptations and Application with EFL Materials: A Case Study of Macao Secondary EFL Context

CHAN Weng Chin, Education (English), FED

Advisor: YU Shulin, FED

In the field of English Language Teaching (ELT), teaching materials serve as a cornerstone of lesson procedures. This qualitative study investigates how student teachers adapt English as a Foreign Language (EFL) textbooks to navigate the tension between university pedagogical training and the practical realities of their teaching practicum. Focused on the Macau context, the research analyzes teaching materials and interview data from five Year 4 student teachers utilizing the Oxford English textbook series in a secondary school for their reading lessons. Applying McDonough, Shaw, and Masuhara's (2013) Framework, the findings reveal the significance of adding, modifying and simplifying techniques, these practical adaptations were driven by the need to localize global content, compensate for a perceived lack of linguistic authenticity and present language in manageable segments. In addition, institutional policies and assessment cultures necessitated the deleting technique (specifically abridging) of other English skills content. Ultimately, this study highlights a pedagogical tension between pre-service beliefs and in-service practical realities, demonstrating how participants function as "sophisticated curriculum-transmitters" (Criado, 2023) who dynamically bridge the gap between standardized textbook materials and local student needs despite rigid institution limitations.

Abstracts

D-11 Development of A Word-Problem Vocabulary Measure

XIN Luxian, Education (English), FED

Advisor: LIN Xin, FED

Word problems are among the most challenging tasks students encounter in elementary mathematics, and understanding the vocabulary embedded in these problems is critical for successful solution. This study developed and validated a Word-Problem Vocabulary Measure designed to assess students' knowledge of word-problem vocabulary. The study examined the measure's psychometric properties, differences in performance across student groups, and associations between word-problem vocabulary and word-problem solving. Participants were 318 elementary school students, including 32 students with mathematics difficulties and 285 typically developing students. The measure consisted of 43 items spanning five schema types: total, difference, change, equal groups, and compare. Analyses included reliability testing, comparisons across ability groups and difficulty status, and correlational analyses with word-problem performance. Results showed that the measure demonstrated strong reliability and validity. Performance also varied across schema types, with compare-schema vocabulary posing the greatest difficulty. Furthermore, word-problem vocabulary was significantly related to word-problem performance and was a notable area of weakness among students with mathematics difficulties. These findings underscore the importance of word-problem vocabulary in elementary mathematics and support its use as a focus for intervention and future research.

D-12 Research of Mathematics Education in 2015-2024: A Comparative Study between Shanghai and Macao

ZHANG Senhong, Education (Mathematics), FED

Advisor: JIANG Chunlian, FED

This study conducts a comparative review of research in mathematics education in Shanghai and Macao in 2015-2024. Using content analysis, it examines representative journal articles and postgraduate theses from the two regions in four dimensions: target groups, mathematics content domains, research topics, and research methods. Main findings include: (a) overall research in both regions paid greatest attention to senior high school level. Comparatively, Shanghai is more strongly oriented toward junior and senior secondary education, whereas Macao gives relatively greater attention to elementary education. (b) research in both regions concentrated more on Algebra and Geometry with Macao emphasizing more on Numbers and Operations. (c) Research in both regions focus primarily on Mathematical Problem Solving and Mathematics Teaching. In comparison, Macao shows a stronger problem-solving orientation and Shanghai gives relatively greater attention to curriculum-related issues. (d) Research methods in journal articles in both regions are dominated by non-empirical research, while methods used in postgraduate research are empirical. Clear differences are observed with Shanghai showing a tendency towards qualitative and mixed-methods and Macao more frequently using quantitative methods. Suggestions for improving research in both regions are also provided based on the comparative results.

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